

OCT 13 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Lumas Film Corporation

His Master's Voice @ 6 reels

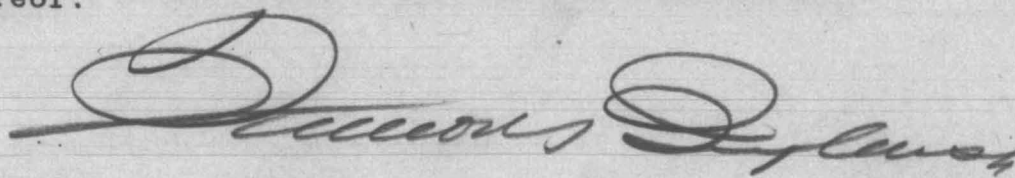
Respectfully,

FULTON BRYLAWSKI

The Lumas Film Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
His Master's Voice	10-13-25	©CIL 21905

The return of the above copies was requested by the said
Company, by its agent and attorney on the 13th day of
Oct. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.



OCT 15 1925

OCT 13 1925

HIS MASTER'S VOICE ✓

Photoplay in 6 reels ✓

Story by Frank F. Davis ✓

Directed by Renaud Hoffman

Author of the photoplay (under section 62)
Lumas Film Corporation of U.S.

©CIL 21905 ✓



OCT 13 1925

Campaign Sheet

"HIS MASTER'S VOICE"

"HIS MASTER'S VOICE" WITH "THUNDER" THE MARVEL DOG, A PICTURE A \$5,000,000 TITLE

©CIL 21905

Uncanny Intelligence Displayed by "Thunder"
In Original Story Based On Facts Written
By Dog's Owner and Trainer,
Frank Foster Davis

World's Greatest Animal
Big Stellar Cast and
Production Is Great
Bet For Live

The Story

ROBERT HENLEY, architectural student, lived with his mother and his uncle, Wm. Marshall, in a small New England City. The boy's uncle did not approve of the way his mother was raising the boy but without results. Young manhood found Bob a coward, afraid of his own shadow, the result of his early bringing up.

Bob owned a very wonderful dog named "THUNDER", who could not quite understand his master's mental attitude which was in such contrast with the dog's bravery.

Mary Blake and Bob Henley had been life long sweethearts but Bob had a rival in Jack Fenton another young man of the town.

One of the big events in Bob's life came when he submitted plans for a new town library, in a competitive drawing contest. By a trick, Jack Fenton signs his own name to Bob's plans but Bob does not learn of this for a year later.

When the world war broke, Bob is caught in the draft and sent over seas while Thunder, the dog is also sent over in a Red Cross relief unit. Life in the trenches is a terrible strain for Bob and he tries to desert but is found by Thunder and brought back to the front.

Thunder becomes a favorite of the soldiers and his intelligence and bravery makes him an honored member of the regiment. One night Bob is sent on a dangerous mission to connect a broken wire which is attached to a mine placed beneath the enemy's front lines. He is shot down and the dog, hearing his master's voice, rushes out. Under Bob's instructions Thunder completes the mission and finally the brave animal drags his master back to safety.

Bob is decorated for bravery and through the

"THUNDER" The Marvel Dog



TWO COL. SCENE CUT NO. 1

CAST

"His Master's Voice"

By FRANK FOSTER DAVIS

The Players	The Characters
"THUNDER"	as..... The Dog
GEORGE HACKATHORNE	Bob Henley
MARJORIE DAW	Mary Blake
MARY CARR	Mrs. Henley

The picture appropriate slogan "HIS MASTER'S VOICE" will bring in a million dollars for this phrase. The United States actor knows that if there ever was a MASTER'S VOICE, it was Thunder. Then to a DOG picture.

In the past production has been and in the past has become a universal Marvel Dog. In "Black Legion" a wonderful animal intelligence and rises to supreme.

The combination of MASTER'S VOICE and any picture of policy is never living up to the standard with a stand comparison any company.

Such plays "mother of the other big hit of the few leaders and who Famous Playwrights; MARJORIE DAW who in the big production one of her last Street." The this standard direction are the most successful of "HIS MASTER'S VOICE" a fact by Frank Foster Davis of "THUNDER" Jas. J. Tynan prepared by Henry MASTER'S VOICE RENAUD HENLEY and prolific of

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Campaign Sheet

MASTER'S VOICE"

ER'S VOICE" WITH "THUNDER" MARVEL DOG, A PICTURE WITH A \$5,000,000 TITLE

Displayed by "Thunder"
Based On Facts Written
Owner and Trainer,
Foster Davis

World's Greatest Animal Actor Supported By
Big Stellar Cast and Spectacular Pro-
duction Is Great Box Office
Bet For Live Showmen

"THUNDER" The Marvel Dog



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CAST

"His Master's Voice"

By FRANK FOSTER DAVIS

The Players		The Characters
"THUNDER"	as	The Dog
GEORGE HACKATHORNE	"	Bob Henley
MARJORIE DAW	"	Mary Blake
MARY CARR	"	Mrs. Henley
Will Walling	"	William Marshall

The picture with the "\$5,000,000 title" is an appropriate slogan for the latest Gotham Production "HIS MASTER'S VOICE," because all of five million dollars or more have been spent in making this phrase familiar to the public of not only the United States but the entire world. Every exhibitor knows the box-office value of a good title and if there ever was a better screen title than "HIS MASTER'S VOICE" it has not yet been discovered. Then also consider that this title is applied to a DOG picture and the value of it is doubled.

In the past few years no type of motion picture production have become as popular as dog pictures and in the past year no dog actor has so quickly become a universal favorite as "THUNDER" The Marvel Dog, the star of "HIS MASTER'S VOICE." In "Black Lightning" and "The Silent Pal" this wonderful animal demonstrated his uncanny intelligence and in his latest and greatest picture he rises to supreme heights.

The combination of "THUNDER" and "HIS MASTER'S VOICE" would be enough to put over any picture or to satisfy anyone but the GOTHAM policy is never to be satisfied with "good enough." Living up to this idea we have surrounded "Thunder" with a cast, headed by three stars, that will stand comparison with any screen production by any company.

Such players as MARY CARR the famous "mother of the screen" star of "Over the Hill" and other big hits; GEORGE HACKATHORNE, one of the few leading men who are real character actors and who has been starred and featured in big Famous Players, First National and other productions; MARJORIE DAW, the dainty ingenue lead who in the past year has been featured in seven big productions made in both Europe and America, one of her latest being First National's "One Way Street." The balance of the players measure up to this standard of excellence. The matter of story and direction are also important and they have received the most scrupulous attention. The original story of "HIS MASTER'S VOICE" was written from actual fact by Frank Foster Davis, owner and trainer of "THUNDER." This was adapted for the screen by Jas. J. Tynan and the working continuity was prepared by Henry McCarty. The direction of "HIS MASTER'S VOICE" was personally done by RENAUD HOFFMAN one of the most competent and prolific of the younger directors.

The locale of the story ranges from the bucolic peace of a small village to the raging holocaust of the front line trenches "somewhere in France" and the tempo of the story also covers everything from light comedy to deep tragedy.

While the title "HIS MASTER'S VOICE" is similar to a well known trade slogan, used commer-

©CLL 21905

**World's Greatest Animal
Big Stellar Cast and
Production Is Great
Bet For Live**

"THUNDER" The Marvel Dog

On his return he discovers what Fenton has done with his plans and Bob gives Jack a terrific thrashing. This act reinstated Bob in the eyes of his fellow townsmen and he settles down with Mary and Thunder.

A black and white illustration of a dog's head, likely a German Shepherd, with a speech bubble that reads "THUNDER the MARVEL DOG." The dog has large, pointed ears and is looking directly at the viewer. The illustration is framed by a simple border.

TWO COL. SCENE CUT NO. 1

By FRANK FOSTER DAVIS

<i>The Players</i>		<i>The Characters</i>
"THUNDER"	as.....	The Dog
GEORGE HACKATHORNE	"	Bob Henley
MARJORIE DAW	"	Mary Blake
MARY CARR	"	Mrs. Henley
Will Walling	"	William Marshall
Brooks Benedict	"	Jack Fenton
"White Fawn"	"	The White Dog
"Flash"	"	"The Pup"

Scenario By HENRY McCARTY
Adaptation By JAS. J. TYNAN
Photography By JACK McKENZINE
Directed By RENAUD HOFFMAN



Distributed by

LUMAS FILM CORPORATION

1650 Broadway

SAM SAX, Pres.

New York City

Foreign Rights Controlled by
INTER-OCEAN FILM CORP.

218 West 42nd St. L. W. Kastner, Pres. New York City

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this campaign
you will find

MARVEL DOG, A PICTURE WITH A \$5,000,000 TITLE

Displayed by "Thunder"
Based On Facts Written
by Master and Trainer,
Master Davis

World's Greatest Animal Actor Supported By
Big Stellar Cast and Spectacular Pro-
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"THUNDER" The Marvel Dog



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"His Master's Voice"

By FRANK FOSTER DAVIS

The Players	The Characters
"THUNDER"	as.....The Dog
GEORGE HACKATHORNE..	".....Bob Henley
MARJORIE DAW.....	".....Mary Blake
MARY CARR.....	".....Mrs. Henley
Will Walling.....	".....William Marshall
Brooks Benedict.....	".....Jack Fenton
"White Fawn".....	".....The White Dog
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The locale of the story ranges from the bucolic peace of a small village to the raging holocaust of the front line trenches "somewhere in France" and the tempo of the story also covers everything from light comedy to deep tragedy.

While the title "HIS MASTER'S VOICE" is similar to a well known trade slogan, used commercially for a long time, there is absolutely no connection or propaganda for anything commercial in the film. It is a clear cut original story of how an animal's faithfulness was the cause of a man's mental and moral regeneration.

"HIS MASTER'S VOICE" Mr. EXHIBITOR was made to order for you and your public. You can go sky blue limit on this production with full faith that the picture will back up anything you can say about it within reason. Everyone loves dogs. Everyone will love "THUNDER" if they can see him act. Therefore the only problem you have to consider is how to let the most people know you have "HIS MASTER'S VOICE" playing at your theatre.

The answer Mr. SHOWMAN is EXPLOITATION, which is one-word meaning using every available means of advertising and publicity to let the people know what you have got to show. Study this campaign sheet carefully and make use of what you will find.



EXPLOITATION EXAM

Practical Exploitation Angles and Showmanship Stunts That Will Attract Attention and Enable You To Run An Exceptional Campaign on "HIS MASTER'S VOICE"

Read This Page Carefully Stunts That Cop Coin Ideas That Work

There is not a city too large or a village so small but what excellent results can be obtained with a screen production such as "HIS MASTER'S VOICE." This picture will practically exploit itself and all you really need to do is to give it a start. You know even on a self starter you have to press the button. You have two good buttons to push in this instance; the name of the dog "THUNDER" and the title of the picture "HIS MASTER'S VOICE." Both are important and it is also important that they are linked together in all exploitation.

Can you imagine a Victor phonograph dealer passing up an opportunity to publicize or exploit "HIS MASTER'S VOICE?" It's like a camel refusing a drink. The dealer however has to be made acquainted with the facts of when and where you are playing the picture and also work out plans how he can boost his own business along with yours. Here's a new angle. Nowadays the phonograph dealers all carry radios or combination phonograph and radio sets. Also all the Victor dealers have the papier mache display showing the famous fox terrier listening to the old fashioned phonograph with a big horn. Arrange with the dealers to show this old time display at one side of their window and right along side of it arrange another display showing a modern combination Victrola-Radiola or similar set with a cut-out of the police dog "THUNDER" which you can have made up from the posters. In the center of the display, place a card something like this.

Years ago this dog heard
"HIS MASTER'S VOICE" on the phonograph.
TODAY, "Thunder" hears
"HIS MASTER'S VOICE" over the radio.
YOU can HEAR them both in here and you
can SEE
"HIS MASTER'S VOICE",
with "Thunder" the Marvel Dog, at the
GOTHAM THEATRE TONIGHT.

Surround the displays with stills and photographs from the picture and you can get every Victor and phonograph dealer in town. At the same time you can arrange for every Victor dealer in town to prominently display the familiar slogan "His Master's Voice" in every possible location. You can even go this one better by offering a prize for the best window display featuring "His Master's Voice" together with the best newspaper ad. Have the advertising manager of the local paper as the judge of the contest. He will have an eye to business and you can make a tie-up that will go down in local showmen's history.

Here's another new one. The Saturday before you show "His Master's Voice" advertise that you want all the old broken phonograph records you can get. Offer free admission for a morning show for youngsters who bring a broken phonograph record. Then when you get a supply of records place them in the local phonograph dealer's window with this card;

ALL RECORDS BROKEN
For years the Victor phonograph has broken
all records for popularity and leadership. Their
slogan
"HIS MASTER'S VOICE"
is known the world over.
"THUNDER"
The Marvel Dog
breaks all records for intelligence in his latest
Gotham Picture
"HIS MASTER'S VOICE"
at the GOTHAM THEATRE TONIGHT

Radio Lobby
Display

You can no doubt ar-

Here is a real newspaper feature story that your newspaper will run. Take this with the cut or mat that illustrates the story to your editor either before or during the run of picture.

Frank Davis, Owner and Trainer Of "Thunder" is One of Country's Great Police Dog Experts and Judge of Dogs

Frank Foster Davis, owner and trainer of the well known screen police dog star "Thunder" is one of the best informed men in the United States on the subject of this popular breed of dogs. For the past twelve years he has been actively engaged in the breeding and training of German Police Dogs and by three generations of intensive breeding has developed an animal which for intelligence, surpasses anything canine.

It is not peculiar to find Mr. Davis the owner of the largest police dog kennels in the United States as four generations of the Davis family have owned a large Kentucky stock farm. His youth was spent in training and breaking trotting and jumping horses and breaking bird dogs for field trials. At Pennsylvania Military College he won medals and honors for cavalry riding and on leaving college he became interested in police dogs while watching a demonstration of the animals by the Berlin police.

Mr. Davis has his own system of training animals for the screen, a system which does not permit of any violence or abuse in any way shape or form. The dogs being trained only through their mental adaptability. Mr. Davis not only trains his dogs for the screen but also writes the stories and directs each scene they appear in. Some of the screen subjects which Mr. Davis has written for his police dogs, especially "Thunder" are "Black Lightning," "The Silent Pal" and his latest hit "His Master's Voice."

FRANK FOSTER DAVIS AND THUNDER



TWO COL. SCENE CUT NO. 2

All the stories by Mr. Davis are the result of twelve years careful watching and taking the dogs version of reasoning out a situation. His methods of writing and training dogs is very interesting. When at work on a story he has a number of dogs in the room. When an idea occurs a dog is taken out and the scene tried immediately. The reaction on the dog is noted and a record of it made.

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MARY CARR

EXPLOITATION EXAMPLES



Exploitation Angles and Showmanship Suggestions Attract Attention and Enable You To Put Over Exceptional Campaign on "HIS MASTER'S VOICE"

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No cat or any other artificial aid or form of exciting the

All You Need Is A Little Energy and Effort To Put It Over

Mercantile Tie Ups

There are dealers in your town who handle dog muzzles, leads, harness, and other accessories for animals. The regular "pet shop" also is a good prospect. Crowds always congregate in windows where there are live animals. In these windows place stills and cut-outs of the picture and other advertising matter together with a card reading:

**There is no pal as true as a dog.
If you want a dog who will answer
"HIS MASTER'S VOICE"
like "THUNDER" at the
Gotham Theatre, tonight.
Let us show you our pets.**

If the store handles dog remedies such as Glovers, Spratts etc. you can get a display from them by the use of a card stating that "THUNDER" and all the other famous star screen dogs are kept in condition by using So and Sos dog remedies.

Try A Teaser Bill Board

Get a 24-sheet in a prominent location and cover it with plain white paper. Next have the following painted on it. "Weather Forecast. LOOK OUT FOR THUNDER TOMORROW NIGHT ON MAIN STREET AT 8:15 p. m." Let this stand a day or two and then cover it with white paper again and at the left of the board put up part of the regular 24-sheet on this picture showing "Thunder" posing. At the right paint the words. The World's Greatest Police Dog—"THUNDER". Coming to the..... Theatre. After this has been up a few days cover the board with the rest of the 24-sheet and your date strip.

Drawing Contest

On the front page of this sheet is a fine portrait of "Thunder." Another fine head is shown on the herald. Print one head in your newspapers and offer an award for the best picture of a police dog's head sent in to the paper. Circulate the herald in the drawing classes of your school and offer another prize for the best drawing sent in from the schools. Have all the drawings displayed in your lobby. You will have a lobby display that is a knockout.

An angle which will always react favorably for the exploitation of a production of this nature is to play on the average boy's love for a dog. Every boy loves a dog and a large percentage of them own dogs. Try this idea out, it is simple, practical and can be worked in any sized town, large or small, we will call it

"HIS MASTER'S VOICE" CONTEST

Offer a prize to be given on a special matinee or morning performance for the boy whose dog shows the most intelligence in answering to "His Master's Voice." A special low admission price can be made to all boys who bring dogs. Any old kind of a dog will do. The dogs are placed on the stage, or if you have no stage the contest can be staged in the lobby or even in some empty lot or any place you like where you can gather a crowd. Each dog is given a test to see how quickly he responds to the voice of his owner. This can be timed. In this way you can quickly eliminate many of the dogs. Then a further test is given and the prize awarded to the boy whose dog shows the best training and intelligence without regard to the breed or other qualities or lack of them. An event of this nature can be made funnier than any amateur night. The prizes to be left to your own discretion.

If it is possible to

Stunts That Cop-Com Ideas That Work

There is not a city too large or a village so small but what excellent results can be obtained with a screen production such as "HIS MASTER'S VOICE." This picture will practically exploit itself and all you really need to do is to give it a start. You know even on a self starter you have to press the button. You have two good buttons to push in this instance; the name of the dog "THUNDER" and the title of the picture "HIS MASTER'S VOICE." Both are important and it is also important that they are linked together in all exploitation.

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Picture
"HIS MASTER'S VOICE"
at the GOTHAM THEATRE TONIGHT

MARY CARR



ONE COL. SCENE CUT NO. 4

Radio Lobby Display

You can no doubt arrange with a local phonograph or radio dealer to supply you with an outfit in return for the advertising he will receive. Place the radio or phonograph in your lobby and have a large police dog chained by the side of it. If you cant get a live dog use a cut out poster.

Have the phonograph played continuously by the means of a mechanical repeater or use a radio set. The music in the lobby will attract many people. If you use a phonograph have a special record made which will repeat an announcement about the picture. Any phonograph dealer will get a record made for this purpose.

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Mr. Davis has his own system of training animals for the screen, a system which does not permit of any violence or abuse in any way shape or form. The dogs being trained only through their mental adaptability. Mr. Davis not only trains his dogs for the screen but also writes the stories and directs each scene they appear in. Some of the screen subjects which Mr. Davis has written for his police dogs, especially "Thunder" are "Black Lightning," "The Silent Pal" and his latest hit "His Master's Voice."

FRANK FOSTER DAVIS AND THUNDER



TWO COL. SCENE CUT NO. 2

All the stories by Mr. Davis are the result of twelve years careful watching and taking the dogs version of reasoning out a situation. His methods of writing and training dogs is very interesting. When at work on a story he has a number of dogs in the room. When an idea occurs a dog is taken out and the scene tried immediately. The reaction on the dog is noted and a record of it made.

No cat or any other artificial aid or form of exciting the dogs is used. The dog is told that a certain character is a "good man" or "this man is bad" and the dogs response by wagging his tail or growling is instantaneous.

All Mr. Davis' dogs including his champion "Thunder," are trained in German. The reason being that they work according to words. He never moves a hand or otherwise indicates what is wanted. He merely talks to them—in German. The reason for the foreign language is to keep the animals from being confused when actors speak to one another while the picture is being made. In one scene in "His Master's Voice," Mr. Davis worked from behind a door in which "Thunder" could not even see him. The dog heard "His Master's Voice" and obeyed instantly.

Articles by Frank Foster Davis are considered authoritative in magazines and periodicals devoted to dog training and he is always in demand as a judge on account of his vast experience. Mr. Davis recently judged the Santa Cruz, San Francisco and Pasadena dog shows.

"Thunder" who is registered as Benne Tillo Von Riedekenberg was recently acclaimed as the ideal police dog for breeding purposes. Mr. Davis also owns Double champion Bero of Elmview among his thirty-five star police dogs.

There are muzzles, lead animals. The pect. Crowd there are live and cut-outs ter together

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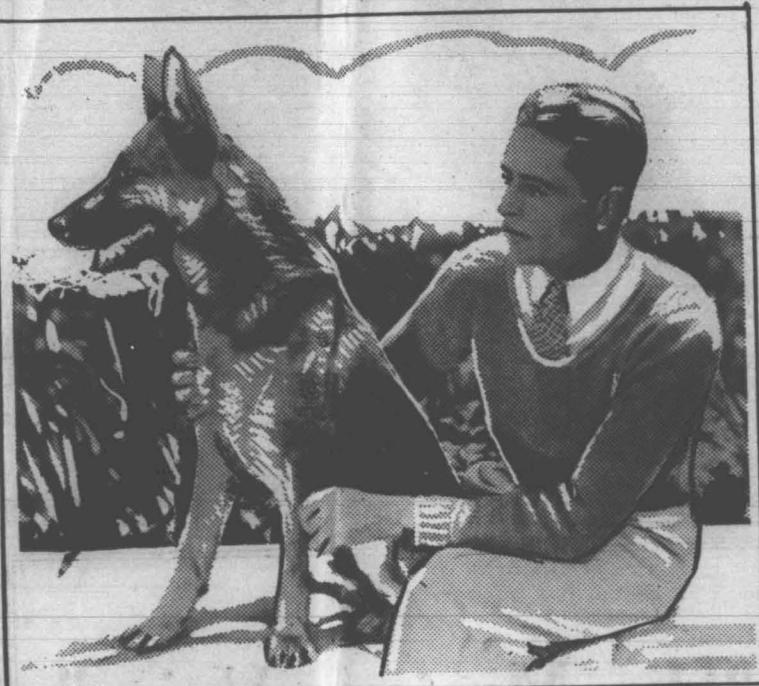
Frank Davis, Owner and Trainer Of "Thunder" is One of Country's Great Police Dog Experts and Judge of Dogs

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To Put It Over

Mercantile Tie Ups

There are dealers in your town who handle dog muzzles, leads, harness, and other accessories for animals. The regular "pet shop" also is a good prospect. Crowds always congregate in windows where there are live animals. In these windows place stills and cut-outs of the picture and other advertising matter together with a card reading:

There is no pal as true as a dog.
If you want a dog who will answer

"HIS MASTER'S VOICE"

like "THUNDER" at the
Gotham Theatre, tonight.
Let us show you our pets.

If the store handles dog remedies such as Glovers, Spratts etc. you can get a display from them by the use of a card stating that "THUNDER" and all the other famous star screen dogs are kept in condition by using So and Sos dog remedies.

Try A Teaser Bill Board

Get a 24-sheet in a prominent location and cover it with plain white paper. Next have the following painted on it. "Weather Forecast. LOOK OUT FOR THUNDER TOMORROW NIGHT ON MAIN STREET AT 8:15 p. m." Let this stand a day or two and then cover it with white paper again and at the left of the board put up part of the regular 24-sheet on this picture showing "Thunder" posing. At the right paint the words. The World's Greatest Police Dog—"THUNDER". Coming to the..... Theatre. After this has been up a few days cover the board with the rest of the 24-sheet and your date strip.

Drawing Contest

On the front page of this sheet is a fine portrait of "Thunder." Another fine head is shown on the herald. Print one head in your newspapers and offer an award for the best picture of a police dog's head sent in to the paper. Circulate the herald in the drawing classes of your school and offer another prize for the best drawing sent in from the schools. Have all the drawings displayed in your lobby. You will have a lobby display that is a knockout.

An angle which will always react favorably for the exploitation of a production of this nature is to play on the average boy's love for a dog. Every boy loves a dog and a large percentage of them own dogs. Try this idea out, it is simple, practical and can be worked in any sized town, large or small, we will call it

"HIS MASTER'S VOICE" CONTEST

Offer a prize to be given on a special matinee or morning performance for the boy whose dog shows the most intelligence in answering to "His Master's Voice." A special low admission price can be made to all boys who bring dogs. Any old kind of a dog will do. The dogs are placed on the stage, or if you have no stage the contest can be staged in the lobby or even in some empty lot or any place you like where you can gather a crowd. Each dog is given a test to see how quickly he responds to the voice of his owner. This can be timed. In this way you can quickly eliminate many of the dogs. Then a further test is given and the prize awarded to the boy whose dog shows the best training and intelligence without regard to the breed or other qualities or lack of them. An event of this nature can be made funnier than any amateur night. The prizes to be left to your own discretion.

If it is possible to secure a well trained police dog and his owner you can arrange a wonderful street ballyhoo in this way. Have two blankets or covers made that the dog can wear like a saddle. On each side have the following:

**I am "Thunder" The
Dog Who Answers
"His Master's Voice"**

Have the dog muzzled and let him run loose with his owner near by. At frequent intervals the owner calls the dog who will come to him. If the dog is capable of other tricks, so much the better. The sign on the dog will attract attention to him and his actions will cause talk.

MARJORIE DAW



ONE COL. STAR CUT NO. 3



READY MADE NEWSPAPER

THE GREATEST DOG
PICTURE EVER MADE.

SAM SAX
PRESENTS

THUNDER
THE MARVEL DOG

HIS MASTER'S VOICE

BY FRANK FOSTER DAVIS

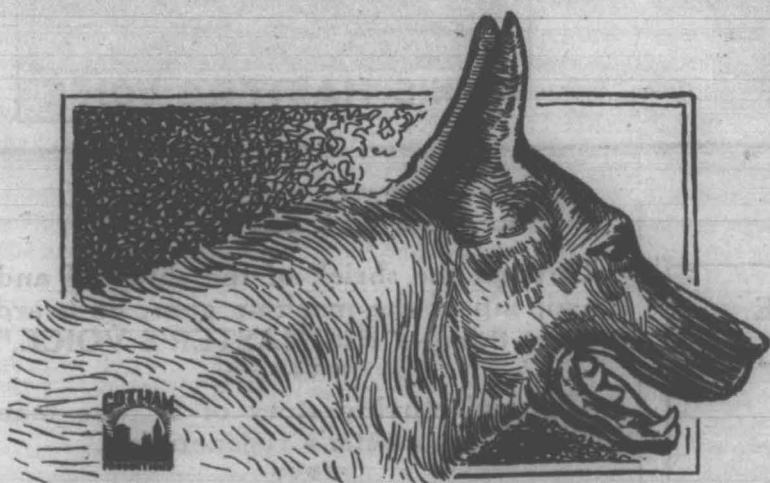


Presented with a stellar cast including
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR

Directed by
RENAUD HOFFMAN

The Acme of Animal Intelligence!
The Most Realistic Battle Scenes Ever
Shown On the Screen!
An Entirely New Idea In Motion Pic-
ture Production.
A Gripping Photoplay You Will Never
Forget!

Three Col. Ad Cut or Mat No. 41



"HIS MASTER'S VOICE"

with
"THUNDER" The Marvel Dog

and a remarkable cast including
MARJORIE DAW, GEORGE HACKATHORNE'
MARY CARR

A powerful photodramatic presentation
of a man's regeneration through his
faithful friend—His Dog



SAM SAX Presents
THUNDER THE MARVEL DOG
In His Greatest Dramatic Sensation
HIS MASTER'S VOICE

The story of a "one man" dog
and his master's regeneration

ALL STAR CAST WITH—
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR



Two

THUNDER
HIS MASTER'S VOICE
with
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR



The story
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SAM SAX
presents
THUNDER
THE
MARVEL
DOG
IN
HIS MASTER'S VOICE

The story of a "one man" dog with
GEORGE HACKATHORNE, MARJORIE DAW,
MARY CARR and Stellar Cast

Y MADE NEWSPAPER ADS



COTTMAN PRODUCTIONS

SAM SAX PRESENTS

THUNDER

THE MARVEL DOG

HIS MASTER'S VOICE

BY FRANK FOSTER DAVIS

Intelligence!
Lives Ever
Motion Pic-
Will Never

Two Col. Ad Cut or Mat No. 41



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Marvel Dog

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SAM SAX Presents

THUNDER

THE MARVEL DOG

HIS MASTER'S VOICE

The story of a 'one man' dog
and his master's regeneration

ALL STAR CAST WITH —
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR



COTTMAN PRODUCTIONS

THE MARVEL DOG

In the Greatest dog Picture ever made

HIS MASTER'S VOICE

with
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR

Clayton

Two Col. Ad Cut or Mat No. 45

SAM SAX presents

THUNDER

THE MARVEL DOG

HIS MASTER'S VOICE

with
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR

The soul stirring story of "a one man" dog

in His Finest Screen Production
The Sreen's Greatest Animal Actor

Two Col. Ad Cut or Mat No. 46

SAM SAX Presents

THUNDER

THE MARVEL DOG

IN

HIS MASTER'S VOICE

The story of a 'one man' dog with
GEORGE HACKATHORNE, MARJORIE DAW,
MARY CARR and Stellar Cast

COTTMAN PRODUCTIONS

SAM SAX presents

THUNDER

THE MARVEL DOG

THE MARVEL DOG

HIS MASTER'S VOICE

BY FRANK FOSTER DAVIS

Presented with a stellar cast including
GEORGE HACKATHORNE
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MARY CARR

Directed by
RENAUD HOFFMAN

The Acme of Animal Intelligence!
 The Most Realistic Battle Scenes Ever Shown On the Screen!
 An Entirely New Idea In Motion Picture Production.
 A Gripping Photoplay You Will Never Forget!



Three Col. Ad Cut or Mat No. 41



Two

THUNDER

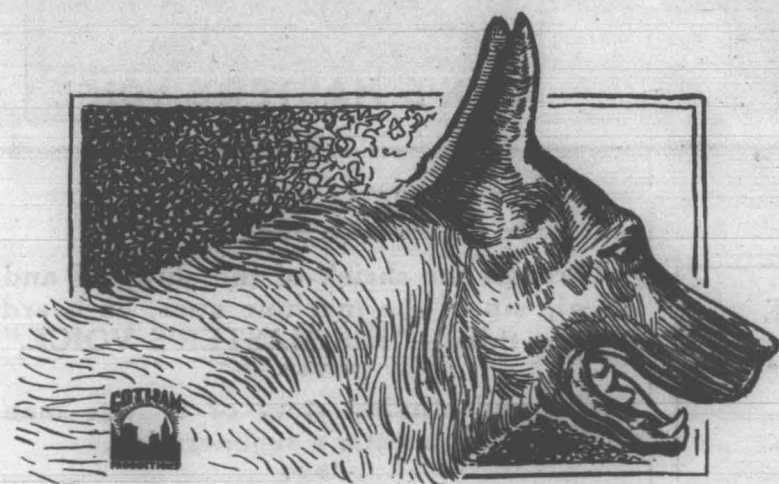
HIS MASTER'S VOICE

With
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR



The soul
 in His
 The Screen

Two Col.



"HIS MASTER'S VOICE"

with

"THUNDER" The Marvel Dog

and a remarkable cast including

MARJORIE DAW, GEORGE HACKATHORNE,
MARY CARR

A powerful photodramatic presentation
 of a man's regeneration through his
 faithful friend—His Dog

Story by
Frank Foster Davis



Directed by
Renaud Hoffman

Two Col. Ad Cut or Mat No. 42



SAM SAX Presents

THUNDER — THE MARVEL DOG

In His Greatest Dramatic Sensation

HIS MASTER'S VOICE

The story of a "one man" dog
 and his master's regeneration

ALL STAR CAST WITH —
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR



One Col. Ad Cut or Mat No. 47

One Col. Ad Cut or Mat No. 48

Order Cuts by name of production and number.

Specify if cut or matrice is desired.

Give quantity, size and number of cuts desired.

A little care will save a lot of annoyance.



SAM SAX Presents

THUNDER — THE MARVEL DOG

In His Greatest Dramatic Sensation

HIS MASTER'S VOICE

The story of a "one man" dog
 and his master's regeneration

ALL STAR CAST WITH —
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR



Two Col. Ad Cut or Mat No. 43

LOOK OUT! THUNDER

THE MARVEL DOG

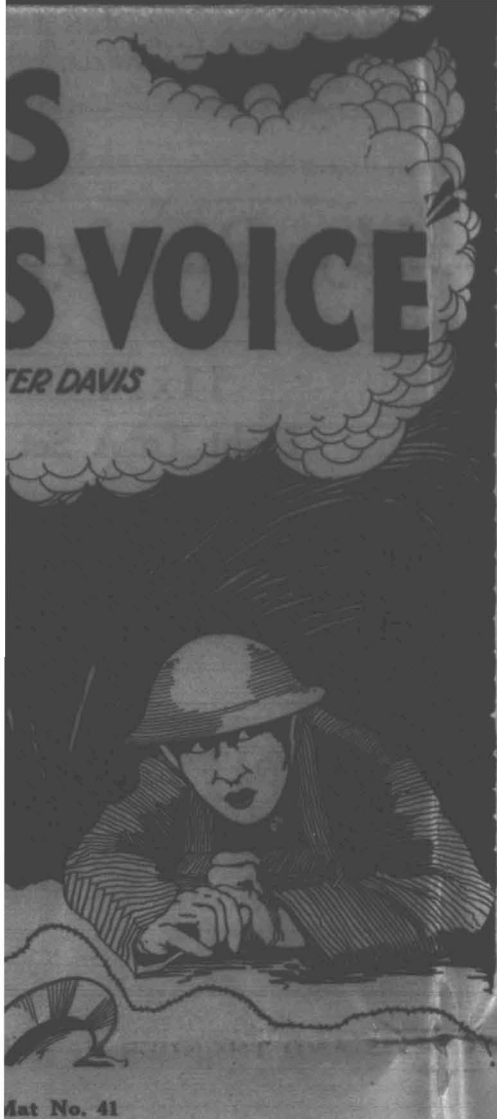
In his Greatest Dramatic Sensation

HIS MASTER'S VOICE

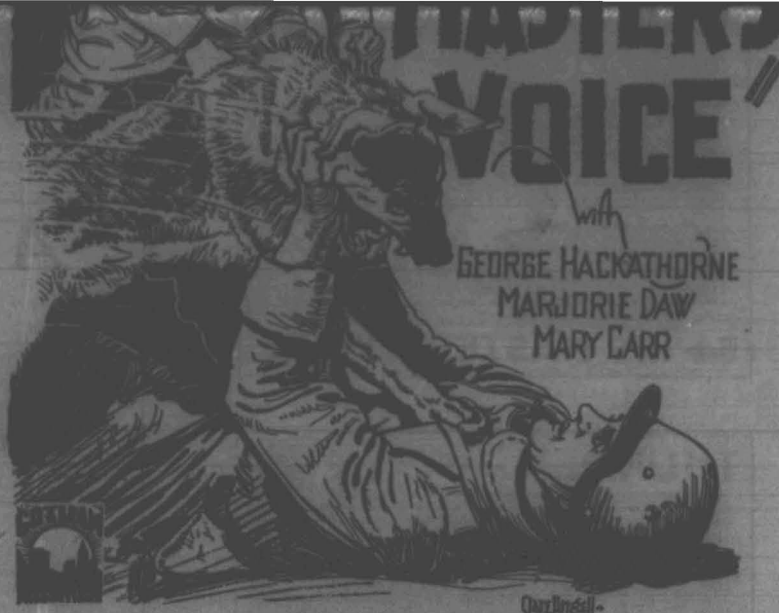
YOU'LL BE THRILLED
 SURPRISED
 DELIGHTED



Two Col. Ad Cut or Mat No. 44



Mat No. 41



Two Col. Ad Cut or Mat No. 45



Two Col. Ad Cut or Mat No. 46



SAM SAX Presents
THUNDER THE MARVEL DOG
In His Greatest Dramatic Sensation
'HIS MASTER'S VOICE'
*The story of a "one man" dog
and his master's regeneration*
ALL STAR CAST WITH —
GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR

One Col. Ad Cut or Mat No. 47



One Col. Ad Cut or Mat No. 48

Order Cuts by name of production and number.
Specify if cut or matrice is desired.
Give quantity, size and number of cuts desired.
A little care will save a lot of annoyance.



Two Col. Ad Cut or Mat No. 44



THUNDER THE MARVEL DOG
'HIS MASTER'S VOICE'
with GEORGE HACKATHORNE, MARJORIE DAW,
MARY CARR
The Greatest dog Picture ever made

*The Most Remarkable
Display of
Animal Intelligence
Ever Shown on
the Screen*

One Col. Ad Cut or Mat No. 49



LOBBY DISPLAY--TEASERS--CATO



A Real Lobby Display

22x28

Two To A Set

11x14

Eight To A Set

Snappy Punchy Pictures

That Are Designed To Get The Business
Order Enough — Order Early



MAIL CAMPAIGN

Dear Sir (or Madam)

What do you think of evolution?

Think there is anything to it?

We would like to show you an interesting developement of the canine species which is in itself a strong point. We refer to "THUNDER" the Marvel Dog who is starred in the new Gotham picture.

"HIS MASTER'S VOICE"

Three generations of selective breeding have resulted in this wonderful animal who actually understands the human voice, who thinks for himself and whose physical perfection is remarkable.

"THUNDER" is presented in a most unusual picture which is exciting, interesting and entertaining the extreme. He is supported by Mary Carr, George Hackathorne, Marjorie Daw and an excellent cast.

This picture is one we can safely recommend as fine, clean wholesome entertainment for the entire family. We know you'll like it.

Hoping to see you next.....at the Gotham Theatre.

Cordially Yours,
The Manager

Dear Sir (or Madam)

Were your children brought up to be courageous, resourceful and fitted to take their part in life's long battle—or—

TICKLER TEASERS

Weather Forecast

THUNDER

To-Night!

You can SEE

But not HEAR

"HIS
MASTER'S
VOICE"

Which is the braver?
Dog—or—man?

SEE

"HIS
MASTER'S
VOICE"
with "Thunder"
The Marvel Dog

No man can be a
coward and keep a
dog for a pal.
SEE

"HIS
MASTER'S
VOICE"
with "Thunder"
The Marvel Dog.

You have often heard
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He was a coward but
"THUNDER"

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DISPLAY--TEASERS--CATCHLINES



A Real Lobby Display

22x28

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Weather Forecast

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To-Night!

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"HIS
MASTER'S
VOICE"
with "Thunder"
The Marvel Dog.

He was a coward but
"THUNDER"

CATCHLINES

Through the shriek of the shrapnel and
the zip-zip of the machine guns, he heard
but one thing—"HIS MASTER'S VOICE."

The soul stirring story of a "one man
dog" and his master's regeneration.

"THUNDER" The Marvel Dog in his lat-
est and greatest picture, "His Master's
Voice."

"His Master's Voice" transformed a
gentle faithful dog into a veritable fury of
fangs and fur.

"Thunder" heard "His Master's Voice"
and then things began to happen. You must
SEE "His Master's Voice" to appreciate it.

They called him "cissy," "mollycoddle,"
and—coward—until a faithful dog showed
him the way to courage and strength. See



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This picture is one we can safely recommend as fine, clean wholesome entertainment for the entire family. We know you'll like it.

Hoping to see you next at the Gotham Theatre.

Cordially Yours,
The Manager

Dear Sir (or Madam)

Were your children brought up to be courageous, resourceful and fitted to take their part in life's long battle—or have they been so shielded and protected that they shrink from stern realities, through no fault of their own?

Pretty strong question, eh?—but true.

If you would like to see for yourself just what effect a child's early training has upon his adult life take a trip to the Theatre next week when we will show the latest Gotham picture

"HIS MASTER'S VOICE"

will be presented with "THUNDER" The Marvel Dog in his greatest part.

This wonderful dog overcomes the fault of a mother's shortsighted coddling of her boy and really makes a man of him.

Mary Carr plays the mother, George Hackathorne is the boy and Marjorie Daw is "the girl."

We can heartily recommend this picture as one of the finest things of its kind ever made.

Your for good clean entertainment,

Cordially
The Management.

TICKLER TEASERS

Weather Forecast

THUNDER

To-Night!

You can SEE
But not HEAR

"HIS
MASTER'S
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Which is the braver?
Dog—or—man?

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You have often heard
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ever seen

"THUNDER"
? ? ? ? ?

Go to the
Gotham Theatre
To-night.

He was a coward but
"THUNDER"
made him a hero
SEE

"HIS
MASTER'S
VOICE"

When
"HIS
MASTER'S
VOICE"
called
"THUNDER"
answered

A lesson in
Love, Faith, and
Loyalty
"HIS
MASTER'S
VOICE"
with "THUNDER"
The Marvel Dog

A Real Lobby Display

22x28 11x14
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TICKLER TEASERS

<p>Weather Forecast THUNDER To-Night!</p>	<p>You can SEE But not HEAR “HIS MASTER’S VOICE”</p>
<p>Which is the braver? Dog—or—man? SEE “HIS MASTER’S VOICE” with “Thunder” The Marvel Dog</p>	<p>No man can be a coward and keep a dog for a pal. SEE “HIS MASTER’S VOICE” with “Thunder” The Marvel Dog.</p>
<p>You have often heard but have you ever seen “THUNDER” ? ? ? ? ? Go to the Gotham Theatre To-night.</p>	<p>He was a coward but “THUNDER” made him a hero SEE “HIS MASTER’S VOICE”</p>
<p>When “HIS MASTER’S VOICE” called “THUNDER” answered</p>	<p>A lesson in Love, Faith, and Loyalty “HIS MASTER’S VOICE” with “THUNDER” The Marvel Dog</p>

CATCHLINES

Through the shriek of the shrapnel and the zip-zip of the machine guns, he heard but one thing—“HIS MASTER’S VOICE.”

The soul stirring story of a “one man dog” and his master’s regeneration.

“THUNDER” The Marvel Dog in his latest and greatest picture, “His Master’s Voice.”

“His Master’s Voice” transformed a gentle faithful dog into a veritable fury of fangs and fur.

“Thunder” heard “His Master’s Voice” and then things began to happen. You must SEE “His Master’s Voice” to appreciate it.

They called him “cissy,” “mollycoddle,” and—coward—until a faithful dog showed him the way to courage and strength. See “His Master’s Voice.”

He was a “one-man” dog. Nothing meant anything to his except “His Master’s Voice.” When he heard that—nothing could stop him.

Who is Benno Tille Von Riedenkenberg? He is the world’s Greatest Police Dog known on the screen as “Thunder.” See him in “His Master’s Voice.”

A peaceful village—a raging battlefield. Comedy, romance, drama and thrills all provided by “Thunder” the Marvel Dog in “His Master’s Voice.”



NEWSPAPER READERS—PROGRAM

"Thunder" The Marvel Dog Gets Film Actor An Increase in Salary During Production of "His Master's Voice"

"Thunder" the Marvel Dog who is starred in the new Gotham production, "His Master's Voice" which appears at the..... Theatre next.....was unconsciously the means of getting one film actor's salary raised during the making of this picture.

The actor in question happened to be an unknown "extra" who had shown some ability and had been entrusted with a little acting "bit". The actor was called upon to portray the part of a German soldier and was the leader of a platoon who were supposed to "strafe" the hero. Frank Foster Davis who owns "Thunder" had previously told the dog that "this is a bad man," which meant that every time the dog saw this actor he would growl and show his teeth. That was all right up to a certain point in the picture until this actor was playing a scene in which he attacked George Hackathorne, who portrayed the hero. In this scene "Thunder" was told to "go get him." He did. In such a vicious manner that the actor decided that it was more realism than he had contracted for and decided to quit the job then and there or as soon as they could pry the dog loose.

As it was in the middle of the picture and putting in a new actor would require many expensive "retakes" the actor was offered a considerable increase in salary. The man would not consent to go through with the scene however until a heavy collar of sole leather was provided to protect his throat.

This was done and the scene taken but so deep was "Thunder's" animosity to the man that when it was all over the leather collar bore the imprints of "Thunder's" fangs which otherwise would have been in the actor's flesh. Lovers of realism in their films will find plenty of it in this scene where this remarkable dog attacks his enemy.

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The locale of this Gotham production is a small town in the middle West at the start of the story which is then transferred to the front line trenches "somewhere in France." The basic theme of the story is how the bravery and faithfulness of a dog enables a moral and physical coward to work out his own regeneration.

The production was directed by Renaud Hoffman and is said to be the last word in realism. "His Master's Voice" is the third picture in which "Thunder" has been starred and the mental development of this fine animal is remarkable.

An unusually fine cast of favorite film players enact the leading roles with Mary Carr, the famous mother of the screen, George Hackathorne and Marjorie Daw at the head of the list.

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The battle scenes in this picture showing Thunder under fire are spectacular in the extreme and the dog's wonderful intelligence is demonstrated in hundreds of ways.

There are light touches of comedy and great moments of drama with a couple of real lively fights to make things exciting. All lovers of dogs and all real picture fans will find a delightful evening's entertainment.....when "His Master's Voice" is shown.

A Fight To The Bitter End!

GEORGE HACKATHORNE



ONE COL. STAR CUT NO. 5

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One of the most dramatic fist fights ever shown, when the coward changes his character and puts up the fight of a lifetime.

"White Fawn," "Thunder's" mate. The only pure white police dog in America.

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"Thunder" Famous Dog Star of Screen Introduces "Mrs. Thunder" and "Thunder, Jr." in New Picture "His Master's Voice"

It is the custom for the actors and actresses of the stage and screen to assume a "nom de theatre" for professional purposes and very few of our big stars or lesser lights, for that matter, are known to the public by their familiar names.

Not to be outdone by his human confreres, the world's greatest animal has adopted a screen name which is rapidly becoming as well known to film fans as that of Charlie Chaplin. This refers to the famous police dog "Thunder" who is registered with the American Kennel Club as Benne Tillo Von Riedekenberg, and champion of his class.

Another little known fact about "Thunder," who is starred in the Gotham production "His Master's Voice" at the..... Theatre on....., is that he does not understand English. He will not take any notice of anything said to him in English but just let him be addressed in German and he is a quivering bunch of nerves ready for action. There is a very good reason for this as his owner Frank Foster Davis explains. When a picture is being made there is usually considerable conversation going on and this might confuse the dog who is trained to obey spoken orders only. Therefore the reason for his German Training.

In the current production "Thunder" not only stars in the picture himself but his mate, "White Fawn" and his grandson "Thunder" Jr. appear with him in their screen debut.

"White Fawn" is a most remarkable animal being one of the very few pure white police dogs in existence. The intelligence displayed by the three dogs in this picture is said to be really remarkable and the reason for it is the result of selective breeding. Three well known photoplay favorites also appear in "His Master's Voice" with "Thunder," they are Mary Carr, George Hackathorne and Marjorie Daw in addition to a star supporting cast.

CURRENT REVIEWS

One of the most remarkable pictures ever seen here was presented last night at the..... Theatre when the Gotham Production "His Master's Voice" was screened. The outstanding feature of the picture is the wonderful acting and the foremost actor is the wonderful police dog "Thunder." Many of our famous film stars could take lessons from this clever animal whose poise before the camera is actually astonishing.

The human actors in this picture however are of the very best. The ability of Mary Carr, screenland's famous delineator "mother" roles, is well known and George Hackathorne one of the few leading men on the screen who are also character actors, portrays a very unusual character. Marjorie Daw as the heroine is both capable and sweet.

The high lights of the picture are the spectacular battle scenes and the unusual intelligence displayed by "Thunder." To see a dog plunge headlong into a maelstrom of bursting shells and blinding flares to drag a man through fire and water is unusual but to notice the skill with which the animal works his way to the front is a practical demonstration that animals really think.

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There are several very clever police dogs now on the screen but it is doubtful if any one or all three of them combined have the pure physical beauty and wonderful intelligence displayed by this handsome animal. While the story is a most dramatic one showing the re- generation of a physical coward through the bravery of a dog, there are lighter moments in which one is convinced that "Thunder" also possesses a sense of humor.

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The Family's Faithful Friend

shown some ability and had been entrusted with a little acting "bit". The actor was called upon to portray the part of a German soldier and was the leader of a platoon who were supposed to "strafe" the hero. Frank Foster Davis who owns "Thunder" had previously told the dog that "this is a bad man," which meant that every time the dog saw this actor he would growl and show his teeth. That was all right up to a certain point in the picture until this actor was playing a scene in which he attacked George Hackathorne, who portrayed the hero. In this scene "Thunder" was told to "go get him." He did. In such a vicious manner that the actor decided that it was more realism than he had contracted for and decided to quit the job then and there or as soon as they could pry the dog loose.

As it was in the middle of the picture and putting in a new actor would require many expensive "retakes" the actor was offered a considerable increase in salary. The man would not consent to go through with the scene however until a heavy collar of sole leather was provided to protect his throat.

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TWO COL. SCENE CUT NO. 6



ONE COL. STAR CUT NO. 5

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Marjorie Daw, although in her early twenties has appeared in pictures all over the world. On her recent return from Europe she appeared with Ben Lyons in "One Way Street." She is a native of Los Angeles and was started on her screen career by Geraldine Farrar the famous opera star.

Brooks Benedict is a New Yorker and a Princeton Graduate. His screen career dates back to the old Kalem days. He is the villain in Harold Lloyds new picture "Rah Rah Rah" or "The Freshman." He was a major in the Air Service and got a D. S. M. for bringing down 11 enemy planes.

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The Family's Faithful Friend



TWO COL. SCENE CUT NO. 7



BOOSTERS FOR BIGGER BU

Space for Date



A SPECTACULAR SOUL STIRRING STORY WITH AN ALL-STAR CAST—
INCLUDING—GEORGE HACKATHORNE
MARJORIE DAW
MARY CARR
Story by Frank Foster Davis, Directed by RENAUD HOFFMAN



A Window Card Wow!

This punchy two color poster effect window card is one of the most effective accessories you can use. Striking, rich colors. Strong design and excellent copy make this a real business puller. There is not a theatre in the country but what could make profitable use of 100 or more of these cards.

Wonderful Musical and Song Tie-Up!

GUS EDWARDS

Internationally Famous Composer of Big Song Hits and Musical Revues, Author of the ever popular "School Days" and other songs we all know, has composed a beautiful melody for

"His Master's Voice"

The song lyrics were written by Howard Johnson and Irving Bibb and the complete number is being published by the well-known firm of

JACK MILLS, INC.

148 West 46th St

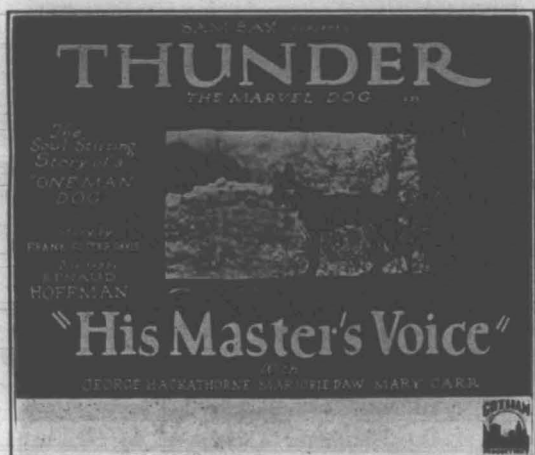
New York City.



The first thing to do after you book "HIS MASTER'S VOICE" is to get in touch with JACK MILLS, INC., notifying them of your play dates and requesting a sample professional copy of the song. They will supply you with a complete orchestration at cost. NEXT, make the rounds of every music and phonograph dealer in town advising them of this great song tie-up. Have the number played by your musicians at every show for a week in advance, throwing the words of the chorus on the screen by a slide. In return for window displays you can also mention the music stores who sell the song. Get the public familiar with the melody which is very catchy. Arrange with local dance halls for a special "MASTER'S VOICE" prize fox-trot. Phonograph dealers will also have records which they can use to popularize the number. Get a phonograph to play the record in your lobby. Have a singer plug the number in advance. "HIS MASTER'S VOICE" will be the year's song hit. Get in on it early and cash in for yourself.

TWO SMART SNAPPY SLIDES

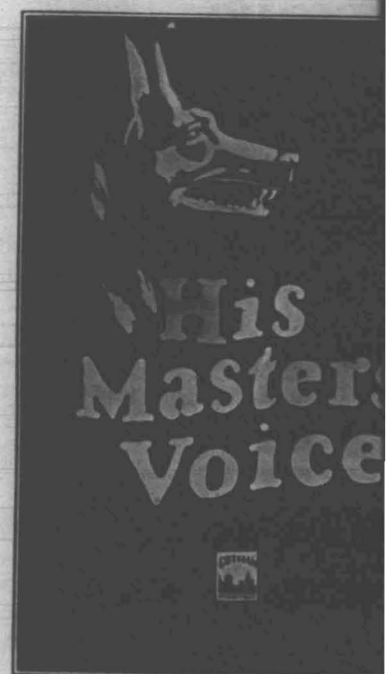
Alternate One Every Show In Advance



STYLE A



STYLE B



THIS HERALD WILL DRAW CASH CU

"His Master's Voice" with "THUNDER"

SAM SAX presents "THUNDER" The Marvel Dog

"Thunder" tells his own story in his own way and you will see the powerful story of a man's regeneration unfolded in a most unique manner. MARY CARR, GEORGE HACKATHORNE, MARJORIE DAW, and a great cast are seen in a series of dramatic scenes and events ranging from life in a peaceful village to the most startling and sensation battle scenes ever made before the camera. It's a picture you will want to see twice. It's the greatest picture of its kind ever produced.

You'll never forget "HIS MASTER'S VOICE" with "THUNDER" THE MARVEL DOG.



Amid The Shriek of Shrapnel and D "HIS MASTER'S VOICE"

IT IS Novel New Original and Thrilling



Listen To The Vo

TERS FOR BIGGER BUSINESS



Wonderful Musical and Song Tie-Up!

GUS EDWARDS

Internationally Famous Composer of Big Song Hits and Musical Revues, Author of the ever popular "School Days" and other songs we all know, has composed a beautiful melody for

"His Master's Voice"

The song lyrics were written by Howard Johnson and Irving Bibb and the complete number is being published by the well known firm of

JACK MILLS, INC.

148 West 46th St

New York City.



The first thing to do after you book "HIS MASTER'S VOICE" is to get in touch with JACK MILLS, INC., notifying them of your play dates and requesting a sample professional copy of the song. They will supply you with a complete orchestration at cost. NEXT, make the rounds of every music and phonograph dealer in town advising them of this great song tie-up. Have the number played by your musicians at every show for a week in advance, throwing the words of the chorus on the screen by a slide. In return for window displays you can also mention the music stores who sell the song. Get the public familiar with the melody which is very catchy. Arrange with local dance halls for a special "MASTER'S VOICE" prize fox-trot. Phonograph dealers will also have records which they can use to popularize the number. Get a phonograph to play the record in your lobby. Have a singer plug the number in advance. "HIS MASTER'S VOICE" will be the year's song hit. Get in on it early and cash in for yourself.



Teaser Trailer

FROM

THE NATIONAL SCREEN SERVICE, Inc.

917 So. Olive St., Los Angeles, Cal.

Order from above address or their branches at

126 West 46th St., New York City.

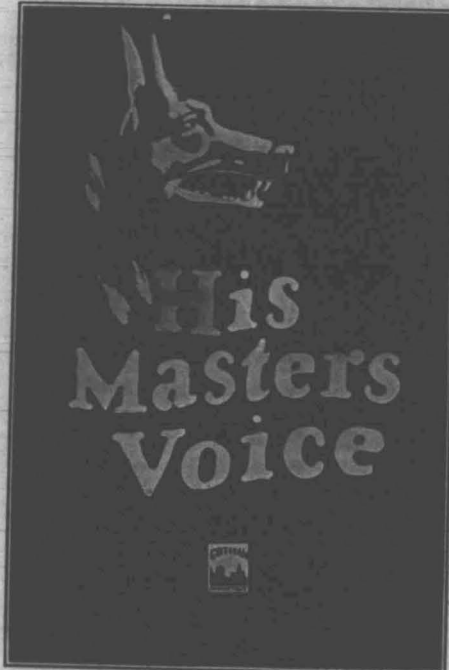
845 So. Wabash Ave., Chicago, Ill.

RT SNAPPY SLIDES

One Every Show In Advance



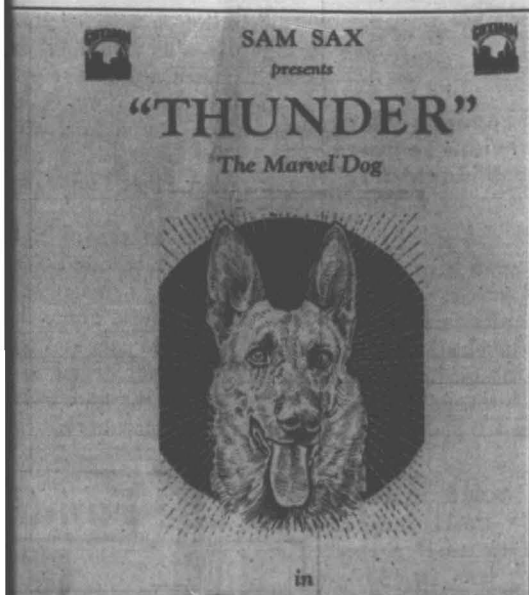
STYLE B



Cut-Out Display

The novel APLIKAY display shown her is size 24x36 ins. Consisting of a hand cut design and raised lettering. In brilliant colors against a dark background. It's sounds a new high class note in lobby displays. See your exchange man about it.

RALD WILL DRAW CASH CUSTOMERS



SAM SAX
THUNDER
 THE MARVEL DOG
 IN HIS LATEST AND GREATEST
 "HIS MASTER'S VOICE"

A SPECTACULAR SOLE, STUNNING STORY WITH AN ALL-STAR CAST—
 INCLUDING—GEORGE HACKETT, MARJORIE DAW, MARY CARR
 Story by Frank Foster Davis, Directed by EDWARD HOFFMAN

A Window Card Wow!

This punchy two color poster effect window card is one of the most effective accessories you can use. Striking, rich colors. Strong design and excellent copy make this a real business puller. There is not a theatre in the country but what could make profitable use of 100 or more of these cards.

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TWO SMART SNAPPY SLIDES

Alternate One Every Show In Advance



STYLE A



STYLE B



THIS HERALD WILL DRAW CASH CUP

SAM SAX
 presents
"THUNDER"
 The Marvel Dog
 in
"His Master's Voice"
 "IT'S A DOG-GONE GOOD PICTURE"

"His Master's Voice"
 with
"THUNDER"
 The Marvel Dog and
 an all star cast strikes
 a new note in "dog
 pictures"

"Thunder" tells his own story in his own way and you will see the powerful story of a man's regeneration unfolded in a most unique manner. MARY CARR, GEORGE HACKETT, MARJORIE DAW, and a great cast are seen in a series of dramatic scenes and events ranging from life in a peaceful village to the most startling and emotion bottle scenes ever made before the camera. It's a picture you will want to see twice. It's the greatest picture of its kind ever produced.

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(EXHIBITOR'S IMPRINT SPACE)

Here is the herald on "HIS MASTER'S VOICE!"
 New in design, copy, and carrying real "sales appeal."

Amid The Shriek of Shrapnel and Din
"HIS MASTER'S VOICE"

IT IS
 Novel
 New
 Original
 and
 Thrilling

Listen To The Voice

LISTEN FOLKS, I want to tell you about the difficult time I had but he was brought up wrong. His mother, a lovely woman when he found himself face to face with the stern realities of boy went nearly mad. I followed him over there and just when one night he got caught between the lines and was nearly killed, given as both a medal and that made a man of him. When I'm mighty proud of him now. We've got the whole thing I like it. Anyhow I hope you'll like me. It's the best thing I

Printed in 2 colors.
 Liberal exhibitor imprint space. Try

List of Accessories for "HIS MASTER'S VOICE"

Lithograph Posters (six styles)
 1 style 24-sheet.
 2 styles 3-sheets.
Lobby Displays
 1 style 6-sheet.
 2 styles 1-sheets.
 11x14 (8 to a set)
 22x28 (2 to a set)

Poster style window card in colors.
Two styles Multicolored Slides.
Novel herald in colors (size 8½x11 ins.)
Teaser Trailer.

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Wow!

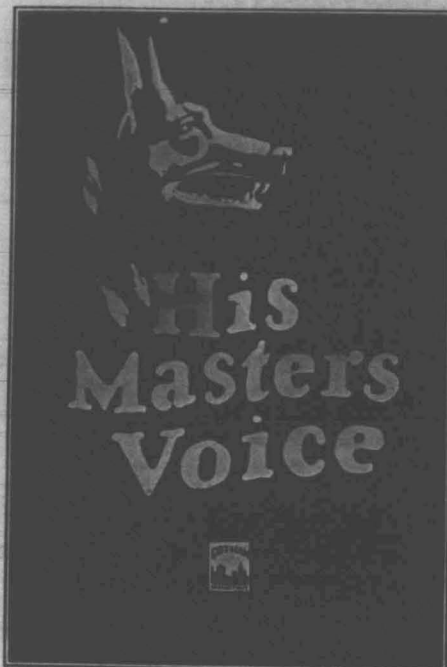
Window card is in use. Striking copy make this a hit in the country 100 or more of

ART SNAPPY SLIDES

One Every Show In Advance



STYLE B



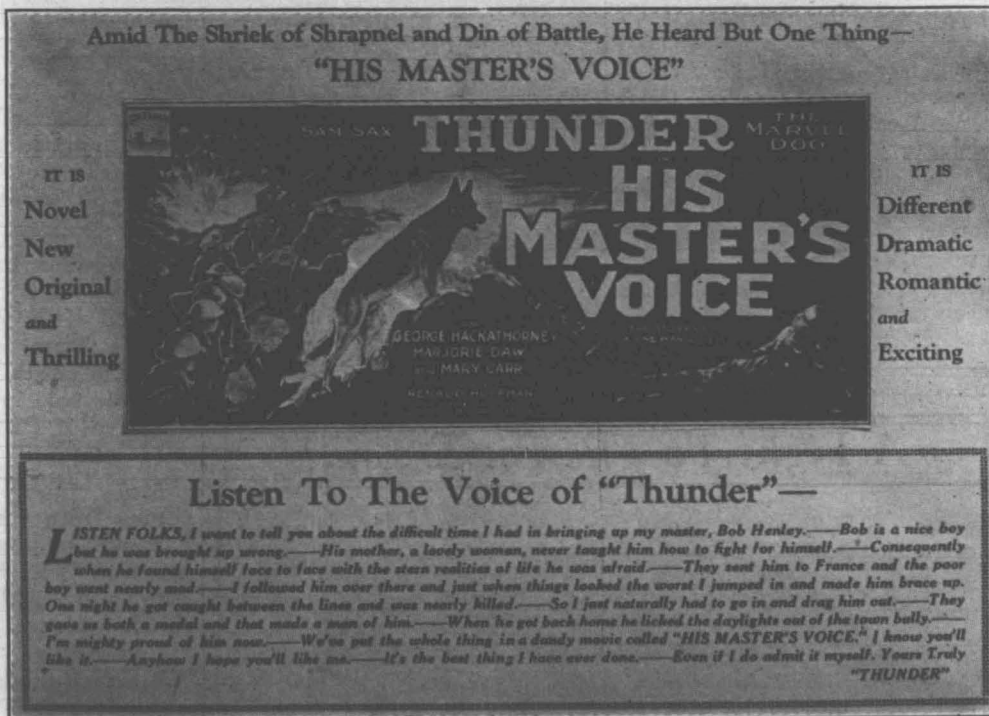
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ERALD WILL DRAW CASH CUSTOMERS



"HIS MASTER'S VOICE!" and carrying real "sales appeal."



Printed in 2 colors. Sized 8 1/2 x 11 inches. Liberal exhibitor imprint space. Try an extra thousand and watch results.

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14 (8 to a set)
28 (2 to a set)

Poster style window card in colors.
Two styles Multicolored Slides.
Novel herald in colors (size 8 1/2 x 11 ins.)
Teaser Trailer.

9 Styles ad. cuts or mats.
7 styles scene cuts or mats.
Aplikay Lobby Cut out Display.
Special Song Number.



MUSICAL SETTING—LOBBY FR

A
GOTHAM
PRODUCTION

MUSICAL SETTING for "HIS MASTER'S VOICE"

Arranged by JOSEPH E. ZIVELLI

THUNDER THEME: "His Master's Voice" by Edwards (Mills)

MOTHER THEME: "Wonderful Mother"

No.	Time.	Cue.	Selection	Tempo.	
1	2	D—at screening,	THUNDER THEME.	4/4 Suggestive Song.	Rea
2	1-1/4	T—Thunder spent a great deal—	Silver Lamps, Witcomb.	4/4 Allegretto moderato	fu Thu
3	2	D—woodland	Young Man's Fancy, Ager (Feist)	4/4 Moderato amoroso	Bob
4	1	D—interior	MOTHER THEME	Valse Lento	Mot
5	1-1/2	D—exterior	Illusion, Bustanoby (Fischer)	2/4 Moderato Inter-mezzo	Unc
6	4	T—but there was,	Folly Dance, Haines (Hawkes)	2/4 Allegretto	—pi tr
7	2	D—tramps approach Bob,	Dramatic Agitato, Hough (Belwin)	4/4 Allegro (to action)	—an th
8	1	D—close-up of Bob by tree	Gray Days, Johnson (Chappell)	4/4 Andante	Bob
9	2	T—Then one day—	Melody G Flat, Cadman	4/4 Mod. And.	Unc
10	1-1/2	D—Bob shown the draft notice.	MOTHER THEME		—af m
11	3/4	D—mother leaves Bob	Hour of Peril, D'Ambra	4/4 FEAR andante	Bob
12	2	T—Then one day—	Marcella, Johnson (Cramer)	2/4 Moderato Inter-mezzo	Bob m
13	3-1/2	T—Then one morning	Parting, Bendix (Witmark)	4/4 Andante sostenuto	Bob le
14	2	D—exterior	A Goodbye, Huys (Bosworth)	4/4 Andante	Bids
15	3	T—Then what happened?	Over There, Cohan (Feist)	2/4 Suggestive (PPP always) Play ppp.	Thu PLC
16	1-1/2	D—Bob sees Thunder	THUNDER THEME		
17	3/4	T—Realizing something	He's My Pal, Edwards	3/4 Lento Char.	Thu
18	3-1/4	T—And then one day,	The Battle, Borch (Fischer)	3/4 Characteristic Hurry.	EFF un
19	1	D—fade back to Thunder telling the story—	Cheero, Finck (Hawkes)	2/4 Allegretto	—th
20	3/4	T—Drop it—	Gossip, Borch (Belwin)	2/4 Allegro (comedy)	Thu E
21	3-3/4	T—For days—the roar	Battle Agitato, Minot (Belwin)	4/4 Char. Agitato	BAT
22	1-1/2	D—drawing to see who goes "over the top"	Mystic Andante, Sibelius (Schlessinger)	3/4 Dramatic suspense	Som wi
23	5-3/4	D—Bob goes over	Battle Music, Zamecnik (Fox)	4/4 Char. Allegro Play ppp.	EFF Thu
24	1	T—His Master's Voice	THUNDER THEME		"Ove
25	1	D—wires connected EXPLOSION.	Battle Hurry, Brockton	2/4 Agitato	
26	1-1/2	D—Thunder telling story	World Is Waiting for the Sunrise, Seitz.	4/4 Moderato andante	Bob
27	3/4	D—Bob calls Thunder	THUNDER THEME.	Softly	
28	2-3/4	D—Officers beside Bob	Marche Mignonne, Poldini (Schirmer)	2/4 March Char. (play PPPP)	Bob
29	2-1/2	T—General if it hadn't been—	Toyland Fantastie, Kahn (Feature)	4/4 Maestoso (allegretto)	Sold ery—
30	1-1/4	T—Finally all—	World Peace, Zamecnik (Fox) (Fife, Snare, Bass Drum)	4/4 March	Sold
31	1/2	D—Bob greets mother	MOTHER THEME.		
32	1-3/4	T—It's the new town library	Betrayed, Rosey	4/4 Allo. Dram. Play PP	Bob
33	1-3/4	D—FIGHT	Freischuetz Scene, Weber (Rosey)	4/4 Agitato	Big
34	1/2	D—Jack beaten	Dramatic Finale, Noyes (Hawkes)	4/4 Tension maestoso	Jack
35	1/2	D—Thunder and "son"	THUNDER THEME.	Brightly	

THE END

Character: Dog's war-time story.

NOTE: Length: 6 reels. Total Time 64 minutes.

IMPORTANT: This picture merits extra effort on your part in "putting it over" and it offers your orchestra a chance TO SHINE. Any selection local dealer, the publisher, or Belwin, Inc. N. Y. City. Read this ZIVELLI MUSIC CUE SHEET slowly and you will be able any selection.

STORY IN BRIEF

Thunder, a police dog hero, tells his 'son' of his wartime experience. His master, Bob, is a student of architecture and in love with and attempts at every chance to show how "yellow" Bob is.

A contest is on and a prize offered for the best plans for a town library. Bob entrusts his plans to Bob for registration.

Bob is drafted in the war—Thunder also 'enlists' and when the crucial test comes Bob is not found wanting—he proves his medals for bravery.

After the war Bob returns and finds that Jack has won the architecture prize—a fight ensues—and Jack admits that Bob is the



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AL SETTING—LOBBY FRAMES



MUSICAL SETTING for "HIS MASTER'S VOICE"

Arranged by JOSEPH E. ZIVELLI

A
ZIVELLI
MUSIC CUE
SHEET

(see Note)

"His Master's Voice" by Edwards (Mills)

MOTHER THEME: "Wonderful Mother of Mine" by Goodwin (Witmark)

Selection	Tempo.	Scene—Remarks
THUNDER THEME.	4/4 Suggestive Song.	Reading matter about dog's faithfulness.
Silver Lamps, Witcomb.	4/4 Allegretto moderato	Thunder 'chatting' with his "son."
Young Man's Fancy, Ager (Feist)	4/4 Moderato amoroso	Bob and Mary.
MOTHER THEME	Valse Lento	Mother at work.
Illusion, Bustanoby (Fischer)	2/4 Moderato Inter-mezzo	Uncle Will meets Bob and Mary.
Folly Dance, Haines (Hawkes)	2/4 Allegretto	—picnic and games. Jack bribes tramps.
Dramatic Agitato, Hough (Belwin)	4/4 Allegro (to action)	—annoying him—fear. Jack plays the hero.
Gray Days, Johnson (Chappell)	4/4 Andante	Bob aware of his cowardliness.
Melody G Flat, Cadman	4/4 Mod. And.	Uncle Will gets draft notice for Bob
MOTHER THEME		—afraid to go to war—embraces mother.
Hour of Peril, D'Ambra	4/4 FEAR andante	Bob AFRAID.
Marcella, Johnson (Cramer)	2/4 Moderato Inter-mezzo	Bob gives contest drawing to Bob—meets Mary
Parting, Bendix (Witmark)	4/4 Andante sostenuto	Bob says "goodbye" to mother. To leave for camp.
A Goodbye, Huyts (Bosworth)	4/4 Andante	Bids adieu to Thunder and others.
Over There, Cohan (Feist)	2/4 Suggestive (PPP always)	Thunder on ambulance duty—EXPLOSIONS. Bob afraid; hides.
THUNDER THEME	Play ppp.	
He's My Pal, Edwards	3/4 Lento Char.	Thunder helps back to trenches.
The Battle, Borch (Fischer)	3/4 Characteristic	EFFECTS. Thunder rescues soldier under fire.
Cheero, Finck (Hawkes)	2/4 Allegretto	—then scene around dugout.
Gossip, Borch (Belwin)	2/4 Allegro (comedy)	Thunder finds hand grenade—EXPLOSION.
Battle Agitato, Minot (Belwin)	4/4 Char. Agitato	BATTLE.
Mystic Andante, Sibelius (Schlessinger)	3/4 Dramatic suspense	Someone MUST repair broken wire. Bob AFRAID.
Battle Music, Zamecnik (Fox)	4/4 Char. Allegro	EFFECTS. (FF and pp to action)
THUNDER THEME	Play ppp.	Thunder gets broken wire.
Battle Hurry, Brockton	2/4 Agitato	"Over the Top".
World Is Waiting for the Sunrise, Seitz.	4/4 Moderato andante	Bob in hospital; Mary is nurse.
THUNDER THEME.	Softly	
Marche Mignonne, Poldini (Schirmer)	2/4 March Char. (play PPPP)	Bob receives medal for bravery.
Toyland Fantastic, Kahn (Feature)	4/4 Maestoso (allegretto)	Soldier tells about Thunder's bravery—also receives medal.
World Peace, Zamecnik (Fox)	4/4 March	Soldiers' return.
(Fife, Snare, Bass Drum)		
MOTHER THEME.		
Betrayed, Rosey	4/4 Allo. Dram.	Bob's plans stolen by Jack.
Freischuetz Scene, Weber (Rosey)	Play PP	
Dramatic Finale, Noyes (Hawkes)	4/4 Agitato	Big FIGHTS Jack.
THUNDER THEME.	4/4 Tension maestoso	Jack admits plans were Bob's.
	Brightly	

THE END

Time 64 minutes. Character: a war-time story.
its extra effort on your part in "putting it over" and it offers your orchestra a chance TO SHINE. Any selection given is obtainable from your publisher, or Belwin, Inc. N. Y. City. Read this ZIVELLI MUSIC CUE SHEET slowly and you will be able to EFFECTIVELY substitute

STORY IN BRIEF

The dog hero, tells his 'son' of his wartime experience. His master, Bob, is a student of architecture and in love with Mary. Jack also wants Mary to show how "yellow" Bob is. and a prize offered for the best plans for a town library. Bob entrusts his plans to Bob for registration. In the war—Thunder also 'enlists' and when the crucial test comes Bob is not found wanting—he proves his manhood. Bob and Thunder win. Bob returns and finds that Jack has won the architecture prize—a fight ensues—and Jack admits that Bob is the rightful winner.

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- 4 1 D—interior
- 5 1-1/2 D—exterior
- 6 4 T—but there was,
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- 9 2 T—Then one day—
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- 11 3/4 D—mother leaves Bob
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- 35 1/2 D—Thunder and "son"

- Silver Lamps, Witcomb.
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- MOTHER THEME
- Illusion, Bustanoby (Fischer)
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- Dramatic Agitato, Hough (Belwin)
- Gray Days, Johnson (Chappell)
- Melody G Flat, Cadman
- MOTHER THEME
- Hour of Peril, D'Ambra
- Marcella, Johnson (Cramer)
- Parting, Bendix (Witmark)
- A Goodbye, Huyts (Bosworth)
- Over There, Cohan (Feist)
- THUNDER THEME
- He's My Pal, Edwards
- The Battle, Borch (Fischer)
- Cheero, Finck (Hawkes)
- Gossip, Borch (Belwin)
- Battle Agitato, Minot (Belwin)
- Mystic Andante, Sibelius (Schlessinger)
- Battle Music, Zamecnik (Fox)
- THUNDER THEME
- Battle Hurry, Brockton
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- THUNDER THEME.
- Marche Mignonne, Poldini (Schirmer)
- Toyland Fantastie, Kahn (Feature)
- World Peace, Zamecnik (Fox) (Fife, Snare, Bass Drum)
- MOTHER THEME.
- Betrayed, Rosey
- Freischuetz Scene, Weber (Rosey)
- Dramatic Finale, Noyes (Hawkes)
- THUNDER THEME.

- 4/4 Allegretto moderato
- 4/4 Moderato amoroso
- Valse Lento
- 2/4 Moderato Intermezzo
- 2/4 Allegretto
- 4/4 Allegro (to action)
- 4/4 Andante
- 4/4 Mod. And.
- 4/4 FEAR andante
- 2/4 Moderato Intermezzo
- 4/4 Andante sostenuto
- 4/4 Andante
- 2/4 Suggestive (PPP always) Play ppp.
- 3/4 Lento Char.
- 3/4 Characteristic Hurry.
- 2/4 Allegretto
- 2/4 Allegro (comedy)
- 4/4 Char. Agitato
- 3/4 Dramatic suspense
- 4/4 Char. Allegro
- Play ppp.
- 2/4 Agitato
- 4/4 Moderato andante
- Softly
- 2/4 March Char. (play PPPP)
- 4/4 Maestoso (allegretto)
- 4/4 March
- 4/4 Allo. Dram. Play PP
- 4/4 Agitato
- 4/4 Tension maestoso
- Brightly

THE END

Character: Dog's war-time story.

NOTE: Length: 6 reels. Total Time 64 minutes.

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NO. 3



NO. 4

Silver Lamps, Wilcomb.

Young Man's Fancy, Ager (Feist)
MOTHER THEME
Illusion, Bustanoby (Fischer)

Folly Dance, Haines (Hawkes)

Dramatic Agitato, Hough (Belwin)

Gray Days, Johnson (Chappell)

Melody G Flat, Cadman
MOTHER THEME

Hour of Peril, D'Ambra
Marcella, Johnson (Cramer)

Parting, Bendix (Witmark)

A Goodbye, Huyts (Bosworth)
Over There, Cohan (Feist)

THUNDER THEME
He's My Pal, Edwards
The Battle, Borch (Fischer)

Cheero, Finck (Hawkes)

Gossip, Borch (Belwin)

Battle Agitato, Minot (Belwin)
Mystic Andante, Sibelius
(Schlessinger)
Battle Music, Zamecnik (Fox)
THUNDER THEME
Battle Hurry, Brockton

World Is Waiting for the Sunrise,
Seitz.

THUNDER THEME.
Marche Mignonne, Poldini
(Schirmer)
Toyland Fantastie, Kahn (Feature)

World Peace, Zamecnik (Fox)
(Fife, Snare, Bass Drum)
MOTHER THEME.
Betrayed, Rosey

Freischuetz Scene, Weber (Rosey)
Dramatic Finale, Noyes (Hawkes)
THUNDER THEME.

4/4 Allegretto moderato
4/4 Moderato amoroso
Valse Lento
2/4 Moderato Inter-
mezzo
2/4 Allegretto

4/4 Allegro (to action)

4/4 Andante

4/4 Mod. And.

4/4 FEAR andante
2/4 Moderato Inter-
mezzo
4/4 Andante sostenuto

4/4 Andante
2/4 Suggestive
(PPP always)
Play ppp.

3/4 Lento Char.
3/4 Characteristic
Hurry.

2/4 Allegretto

2/4 Allegro (comedy)

4/4 Char. Agitato
3/4 Dramatic suspense

4/4 Char. Allegro
Play ppp.
2/4 Agitato

4/4 Moderato andante

Softly
2/4 March Char.
(play PPPP)
4/4 Maestoso
(allegretto)
4/4 March

4/4 Allo. Dram.
Play PP
4/4 Agitato
4/4 Tension maestoso
Brightly

Thunder chatting with his son.

Bob and Mary.
Mother at work.
Uncle Will meets Bob and Mary.

—picnic and games. Jack bribes
tramps.
—annoying him—fear. Jack plays
the hero.
Bob aware of his cowardliness.

Uncle Will gets draft notice for Bob
—afraid to go to war—embraces
mother.

Bob AFRAID.
Bob gives contest drawing to Bob—
meets Mary
Bob says "goodbye" to mother. To
leave for camp.
Bids adieu to Thunder and others.
Thunder on ambulance duty—EX-
PLOSIONS. Bob afraid; hides.

Thunder helps back to trenches.
EFFECTS. Thunder rescues soldier
under fire.
—then scene around dugout.

Thunder finds hand grenade—
EXPLOSION.

BATTLE.
Someone MUST repair broken
wire. Bob AFRAID.
EFFECTS. (FF and pp to action)
Thunder gets broken wire.
"Over the Top".

Bob in hospital; Mary is nurse.

Bob receives medal for bravery.

Soldier tells about Thunder's brav-
ery—also receives medal.
Soldiers' return.

Bob's plans stolen by Jack.

Big FIGHTS Jack.
Jack admits plans were Bob's.

THE END

Character: Dog's war-time story.

Time 64 minutes.

its extra effort on your part in "putting it over" and it offers your orchestra a chance TO SHINE. Any selection given is obtainable from your publisher, or Belwin, Inc. N. Y. City. Read this ZIVELLI MUSIC CUE SHEET slowly and you will be able to EFFECTIVELY substitute

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e dog hero, tells his 'son' of his wartime experience. His master, Bob, is a student of architecture and in love with Mary. Jack also wants Mary how how "yellow" Bob is.

and a prize offered for the best plans for a town library. Bob entrusts his plans to Bob for registration.

n the war—Thunder also 'enlists' and when the crucial test comes Bob is not found wanting—he proves his manhood. Bob and Thunder win

ob returns and finds that Jack has won the architecture prize—a fight ensues—and Jack admits that Bob is the rightful winner.

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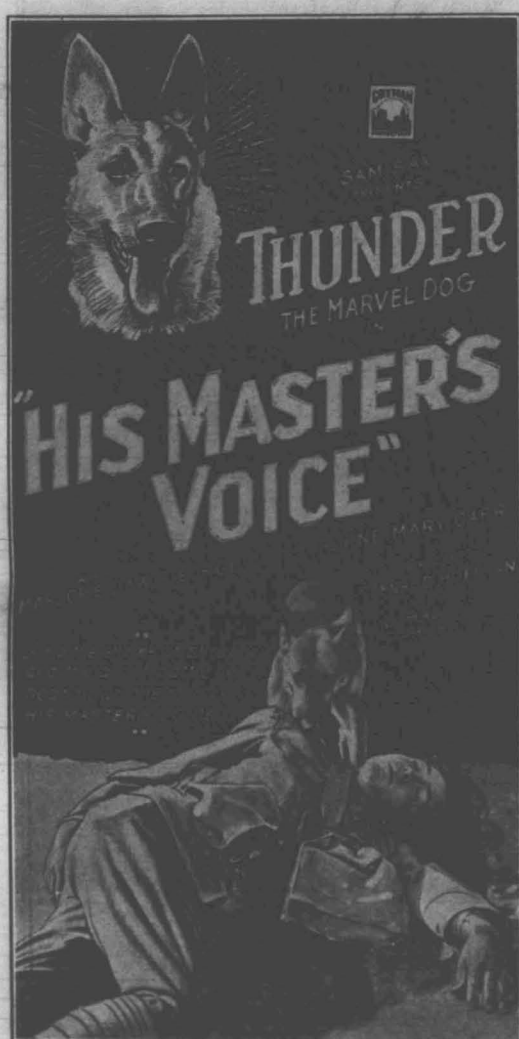
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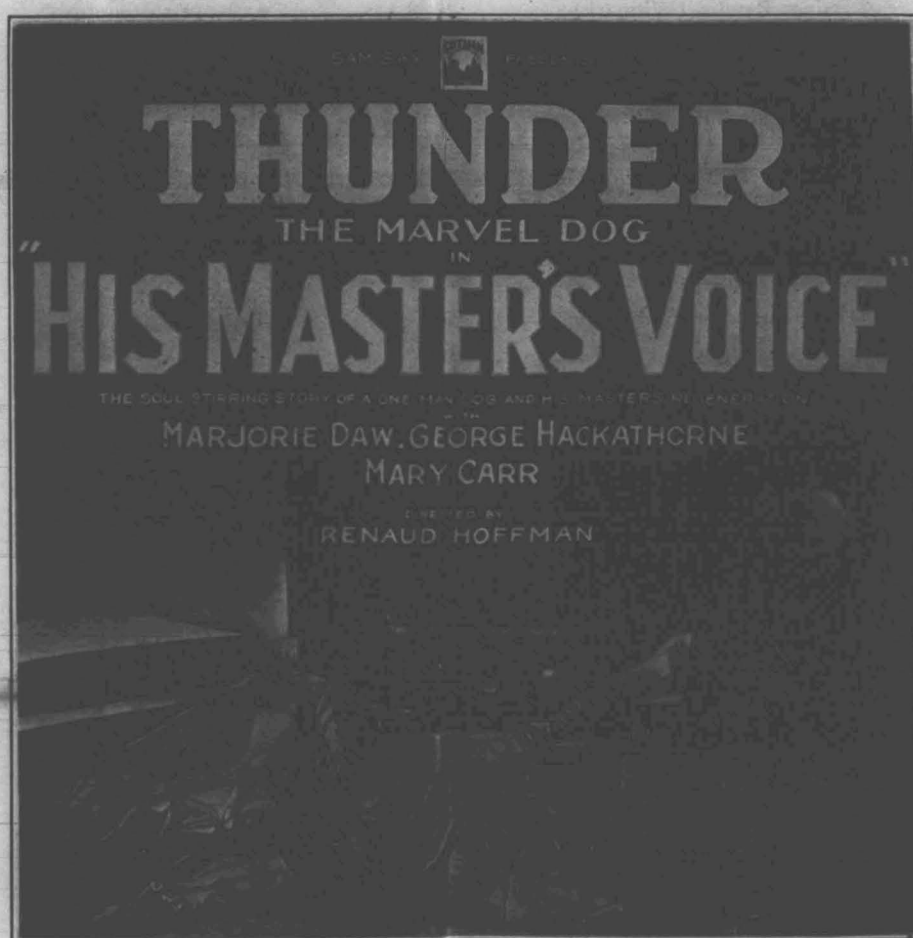
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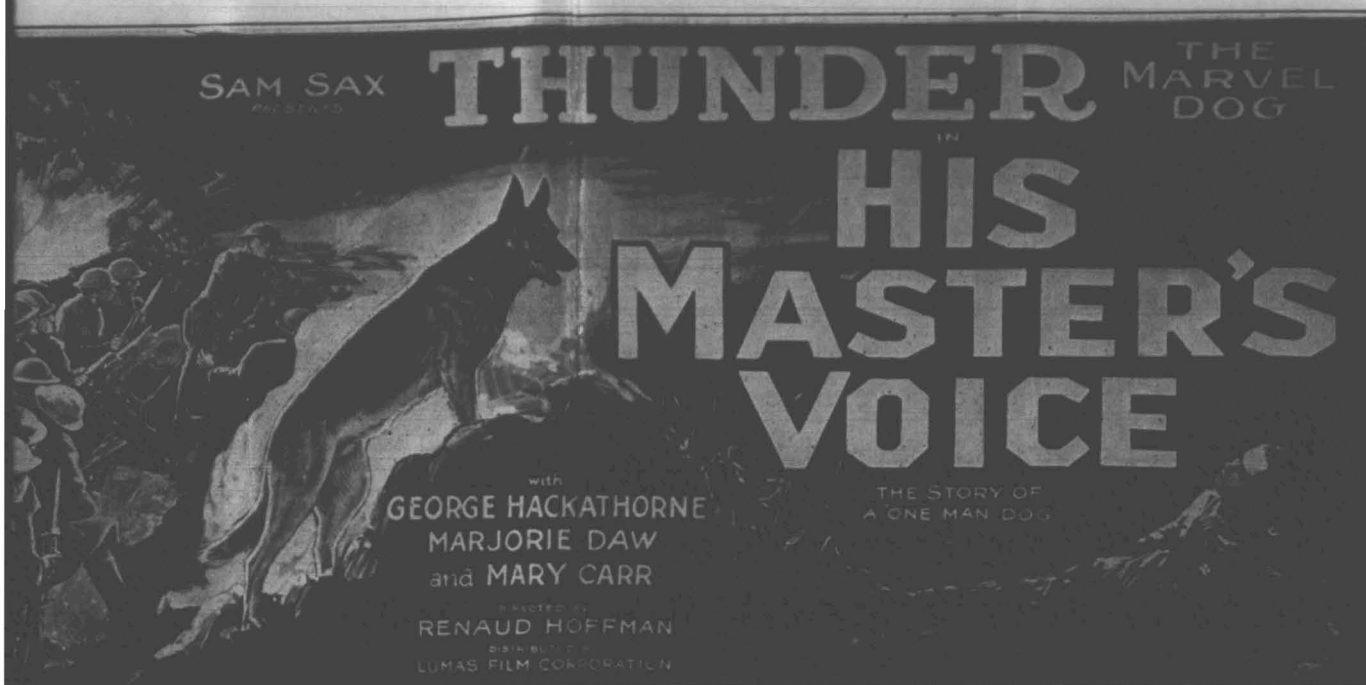
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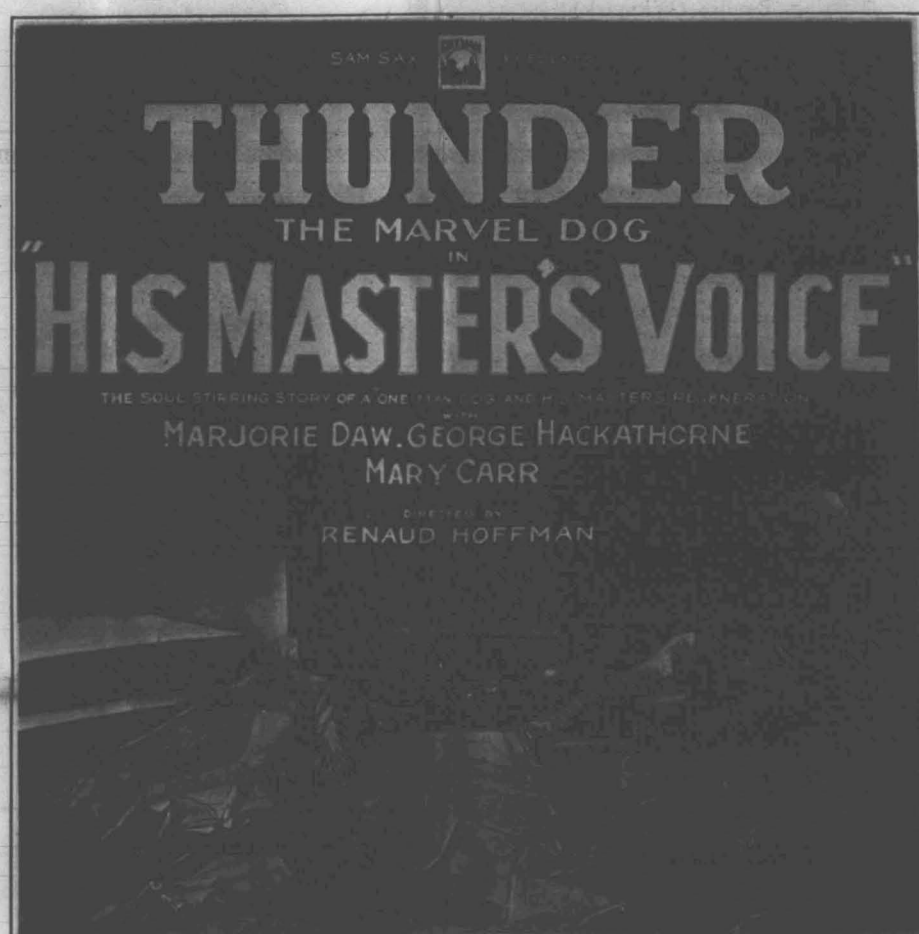
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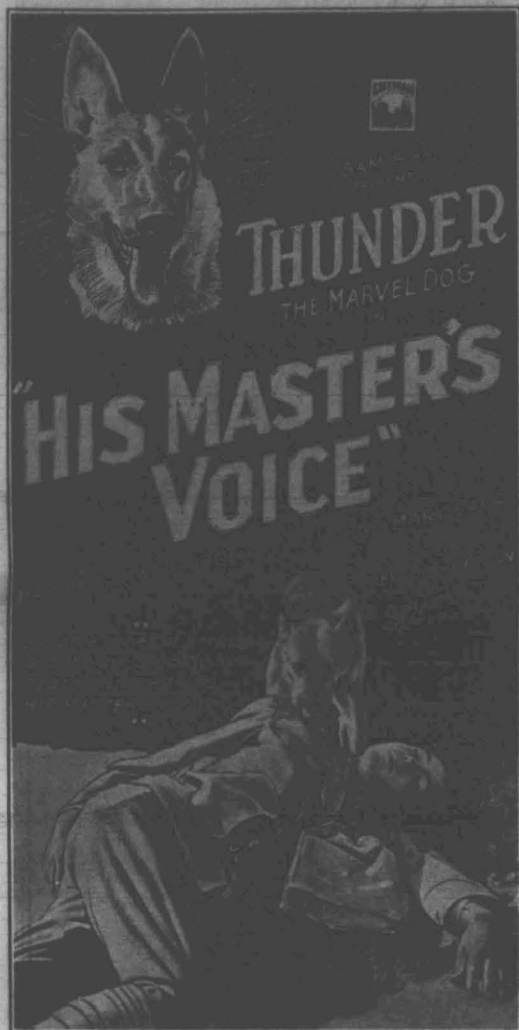
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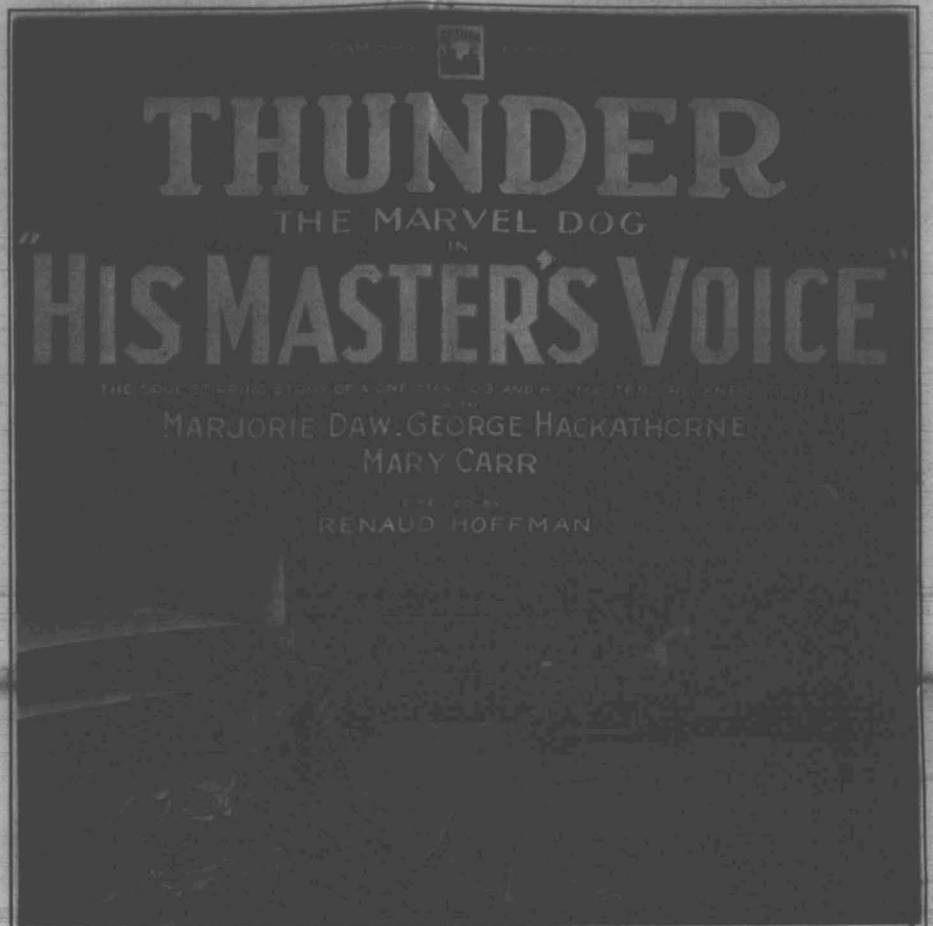




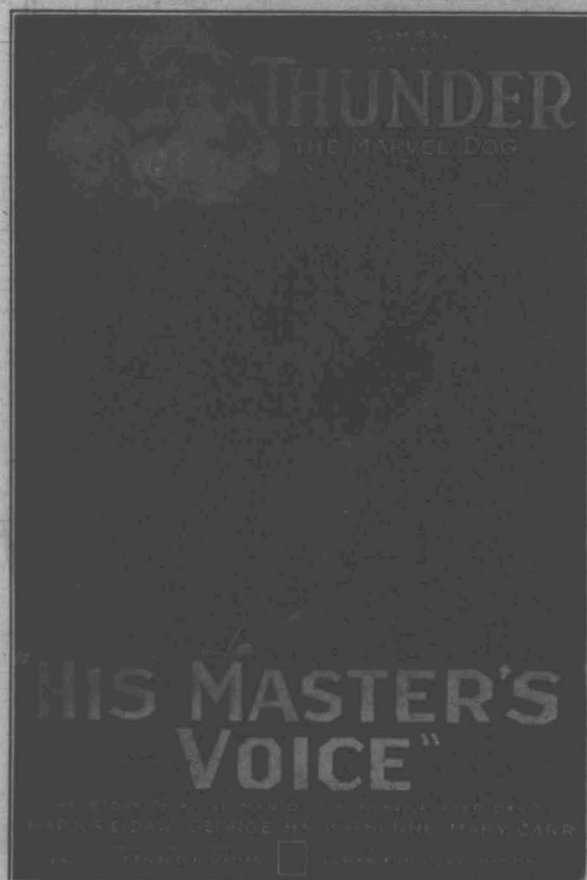
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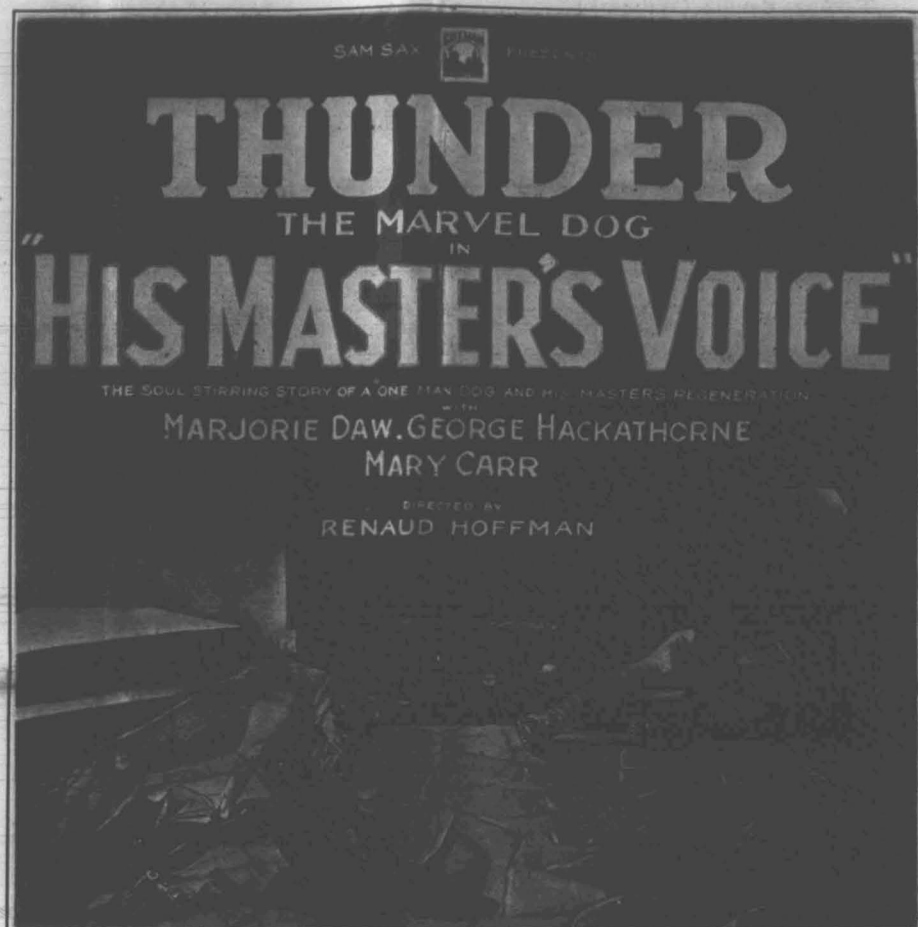
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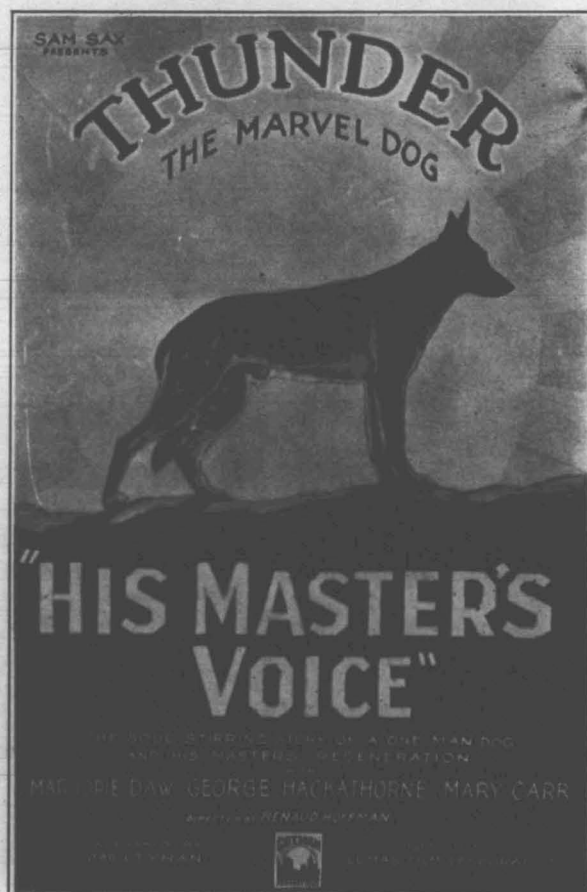
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